



STRATEGIC PLAN

ADVOCATE

- Develop and maintain alliances with local, state and national industry organizations for purposes of government affairs
- Provide advocacy coverage commensurate to membership levels, primarily focused on Guilford, Forsyth and Alamance Counties (respond as needed in other counties in the Piedmont Triad)
 - Meet with elected leaders and staff of local municipalities
 - Educate local leaders about apartment industry issues through consistent communication and engagement
- Foster the development of an industry coalition in Forsyth County similar to TREBIC in Guilford County
- Contribute strong leadership to the Apartment Association of North Carolina (AANC) through the assignment of strong, effective leaders to fill PTAA's seats on the AANC board and the AANC PAC Trustees.
- Provide PTAA leadership with regular updates about pertinent government and industry affairs
- Engage and train volunteer leaders to help meet the industry's advocacy needs
- Identify, recruit and regularly engage subject matter experts for local advocacy efforts
- Develop and maintain a professional public relations system to promote the industry's positions to local leaders and to promote apartment living to the general public

EDUCATE

- Provide consistent, high quality training that meets the contemporary needs of member companies
- Partner with NAA, AANC and other organizations to utilize all available, world-class education resources
- Engage and train local volunteers to provide training

- Utilize all available media to provide training to member companies that meet their needs, whether in-person or remotely
- Develop an education calendar that allows for maximum member engagement in the primary Triad submarkets (Guilford/Alamance, Forsyth counties) by providing similar education opportunities in each market whenever practical.
- Develop and maintain a comprehensive leadership training program that will continually replenish PTAA's leadership pipeline as well as enhance the leadership development for member companies' staffs. Ex. Leadership Lyceum
- Ensure that PTAA leaders and staff regularly engage in self-evaluation in pursuit of improved year-to-year performance

OWNER/VENDOR PARTNER RELATIONS

- Provide owner-operators with knowledge of, and access to, a deep vendor pool to meet their entire operational needs
- Provide programming that allows for consistent, productive interaction between owner/operators and vendor partners
- Develop and maintain products that enable owner/operators to easily engage vendor partners
- Consistently identify vendor categories that meet the owner/operators' needs and recruit vendor partners to meet those needs
- Develop and promote an ongoing "Do business with a PTAA member" initiative
- Provide educational programs and information sources that help vendor partners understand the needs of the owner/operators as well as addressing the educational/informational needs of vendor partners not already being provided by other industry groups – for example NAA's CAS designation program.

Dedicated to improving apartment living in the Piedmont Triad.